T-48

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GROUP 290

The great Libbey wine sellers

A glass suggests a wine

More and more, your customers are thinking wine.

In four years, wine sales in this country have doubled . . . to a current annual volume of $2 billion . . . and the trend to wine is certain to continue.

To the prestige of serving it, you can add profit! Even a silent suggestion in this new age of wine can multiply sales.

Libbey offers an informal recommendation: just set the table with empty wine glasses and let the thinking begin.
A glass suggests a wine. A decanter suggests a round.

Stock the sellers. Set them up for wine.

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Libbey suggests a glass

Make your selection from the complete Libbey wine sellers. We have decanters in full-liter, half-liter and quarter-liter sizes (lined or unlined).

We have glasses in contemporary and classic shapes for red wine, white wine, Rhine wine, claret, champagne, sherry, and so on down the wine list.

We have the traditional sizes and shapes and some tremendous surprises in line. (There's a Libbey glass that holds 27 ounces; Magna Grande!)

Another merchandising opportunity: wine buyers also buy wine glasses. Libbey has all sorts of glass accessory sets; beautiful retail items for extra business.

Set up the

Forum

5½ oz.
Champagne
No. 7076
H-4⅝, T-3¾, B-2¾

4½ oz.
Champagne
Cocktail
No. 7077
H-4⅜, T-3½, B-2¾

7½ oz. Wine
No. 7069
H-5⅝, T-2⅝, B-2¾

5½ oz. Festival
Champagne
No. 7087
H-4⅛, T-3¾, B-2¾

Embassy

3 oz. Sherry
No. 3788
H-4⅞, T-2⅛, B-2⅜

6½ oz. Wine
No. 3769
H-5⅜, T-2⅝, B-2½

8½ oz. Wine
No. 3764
H-5⅝, T-2⅞, B-2¾

10½ oz. Wine
No. 3757
H-6, T-3⅛, B-3

6½ oz. Wine
No. 3766
H-6¼, T-2⅛, B-2⅝

8½ oz. Wine
No. 3765
H-6⅜, T-2⅜, B-2¾

Nob Hill

3 oz. Port
No. 9084
H-4⅞, T-2⅜,
B-2½

4 oz. Claret
No. 9080
H-5⅛, T-2½, B-2½

Georgian

5½ oz. Sted-e-bubble
Champagne
No. 8076—J0002
H-4½, T-3½, B-2¾

4½ oz. Sted-e-bubble
Champagne
No. 8077—J0002
H-4¼, T-3½, B-2¾

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Libbey glasses...the longest line for wine

Citation

6½ oz.
Round Wine
No. 8469
H-5¾, T-2⅞, B-2½

6½ oz. Tall Wine
No. 8466
H-6⅛, T-2½, B-2½

8 oz. Wine
No. 8464
H-6¾, T-2⅞, B-2½

6½ oz.
Champagne
No. 8479
H-4⅝, T-3⅝, B-2¾

Nob Hill

3½ oz.
Champagne
No. 3787
H-4⅛, T-3¼, B-2¾

4½ oz.
Champagne
No. 3777
H-4¼, T-3¼, B-2¾

5½ oz.
Champagne
No. 3773
H-4½, T-3¼, B-2¾

8½ oz.
Continental Wine
No. 9064
H-5½, T-2⅞, B-2¾

4 oz. Rhine Wine
No. 9088
H-4⅞, T-2¼, B-2½

2 oz. Sherry
No. 9089
H-4⅞, T-2¼, B-2½

Montclair

2 oz. Sherry
No. 8089
H-4⅞, T-2⅜, B-2½

3 oz. Wine
No. 8084
H-4⅝, T-2⅛, B-2½

4 oz. Rhine Wine
No. 8088
H-4⅞, T-2¼, B-2½

4 oz. Claret
No. 8080
H-4⅞, T-2¼, B-2½

5 oz. Wine
No. 8581
H-5⅜, T-2⅞, B-2⅞

From the Gourmet Collection by Libbey

17 oz.
Fiesta Grande
No. 8417
H-6¼, T-4¾, B-3⅛

18 oz.
Bolla Grande
No. 8418
H-6⅞, T-3½, B-3⅛

20 oz.
Vino Grande
No. 8420
H-8½, T-3⅛, B-3⅛

13 oz.
Viva Grande
No. 8413
H-7⅝, T-2¾, B-3

27 oz.
Magna Grande
No. 8427
H-7⅜, T-4½, B-3⅛

Liter Decanter
No. 795
H-10¾,
T-3¾, B-3⅝

Half-Liter
Decanter
No. 789
H-7¾, T-3½, B-3

Quarter-Liter
Decanter
No. 782
H-6⅝,
T-2¾, B-2⅜

Lexington

6½ oz. Wine
No. 3566
H-5¾, T-2½, B-2⅜

8½ oz. Wine
No. 3565
H-5¾, T-2¾, B-2⅝

5½ oz.
Champagne
No. 3573
H-4⅜, T-3¼, B-2¾

4½ oz.
Champagne
No. 3577
H-4⅛, T-3¼, B-2¾

Columbian

4 oz. Champagne
No. 9577
H-4⅜, T-3½,
B-2¾

5½ oz.
Champagne
No. 9576
H-4⅝, T-3½, B-2¾

Tawny Accent

6½ oz. Wine
No. 3768-T
H-5¼, T-2½, B-2¾

3 oz. Wine
No. 5050
H-3¾, T-2½, B-2⅛

Libbey is a wine seller. Nothing else that costs so little adds so much to a meal.

Libbey stemware adds elegance to a table. It suggests a more elaborate meal—with, for good measure, wine.

The cost of the glass is next to nothing, and the profit on the wine is something else altogether.

Wine sales can easily add 25% to a meal check. There's no conflict even with cocktail sales.

The usual mark-up on wine is 100%, and it's all net profit. Wine doesn't increase overhead or service costs, and it does bring the serving staff higher tips.

Let's get down to the figures in plain profits.

If you sell only one one-liter (34 oz.) decanter of wine a day for $2.50—a reasonable average charge—your profit is $1.25. Assuming 26 operating days a month, you clear $390 a year. Ten liters a day add nearly $4,000 a year.

Libbey makes it a great year for wine. Shall we touch glasses soon?

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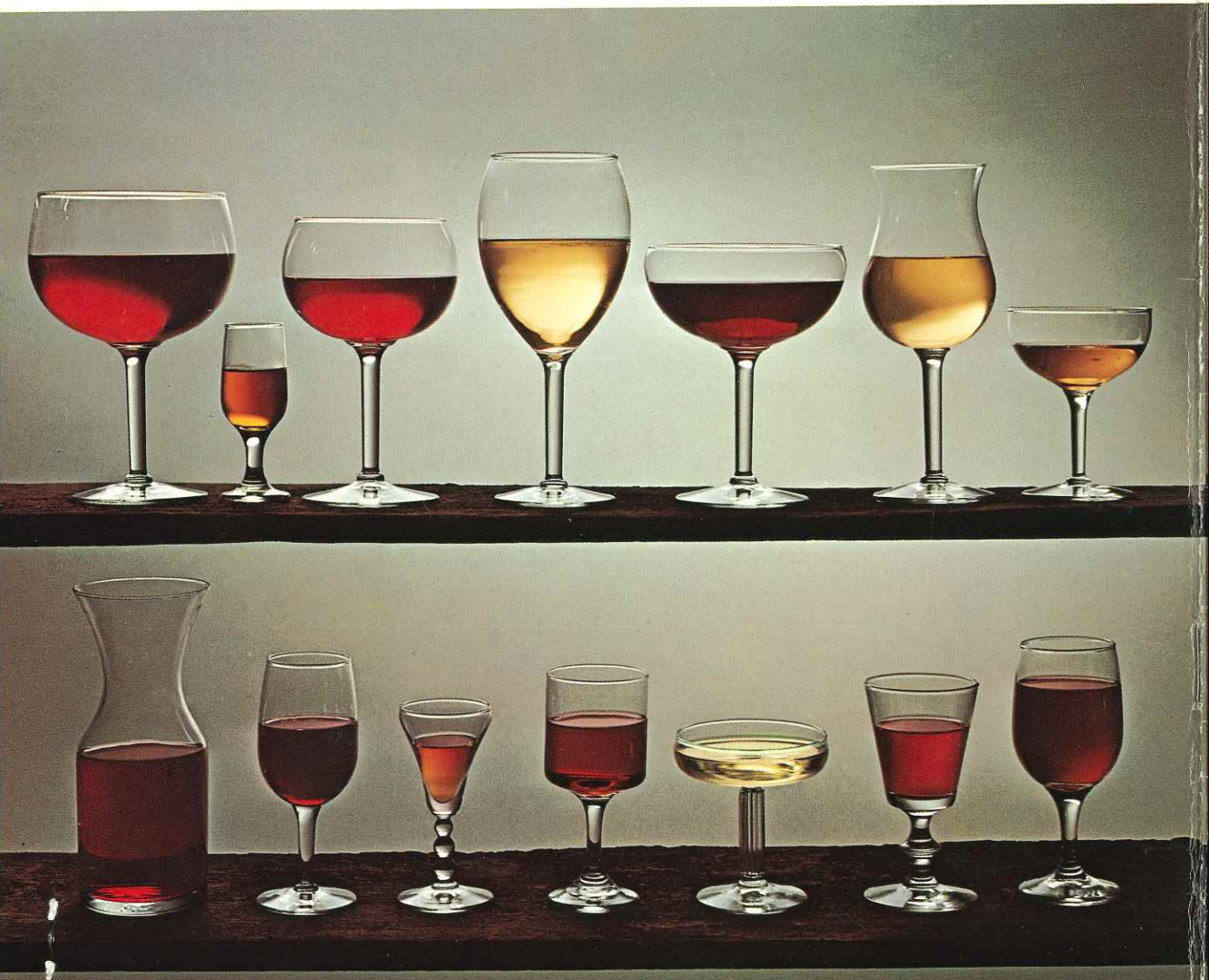
Whatever your need, Libbey's line is longest

Libbey®
GLASSWARE by OWENS-ILLINOIS
Toledo, Ohio 43693



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OWENS-ILLINOIS

GENERAL OFFICES (O) TOLEDO, OHIO 43601

CONSUMER AND TECHNICAL PRODUCTS DIVISION

(L) LIBBEY PRODUCTS
MELVIN B. LEE
Marketing Manager
INSTITUTIONAL TABLEWARE

October 10, 1973.

Mr. W. Herrmann, Desnr.,
U.S. Patent Office,
Commissioner Patents,
Washington, D. C. 20231.

Dear Mr. Herrmann:

Thank you for your request for information about Libbey glassware.

We are enclosing a brochure which shows most of the items currently being manufactured by Libbey, and we are forwarding your request for information to the Libbey branch manager who handles your area. His name is listed at the bottom of this letter, and his telephone number can be found on the reverse side if you require more immediate information.

Should there be anything further we can do for you, please let us know.

Yours very truly,

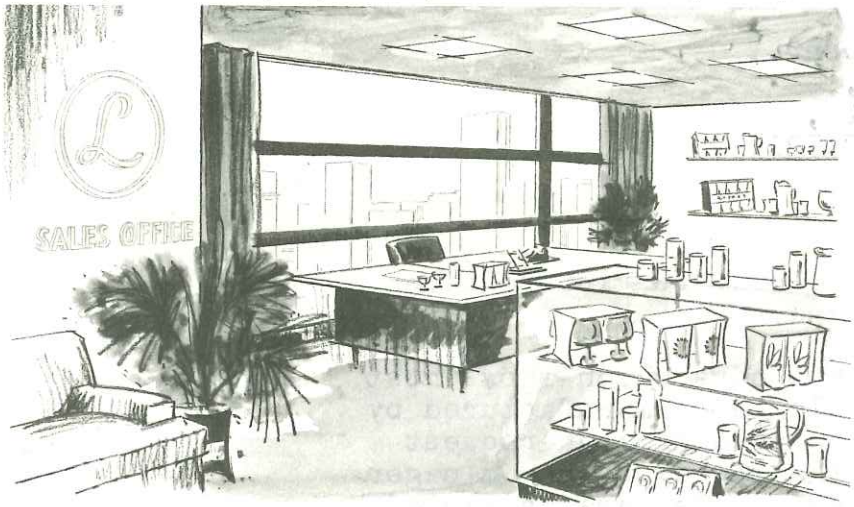
M. B. Lee

M. B. Lee
Institutional
Marketing Manager

cc: Mr. W. S. Zulch - Washington, D. C.
ref: Foodservice Equp. Dlr.,
Wines.

Libbey Sales Offices

The professional help of your Libbey salesman is as near as your telephone.



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